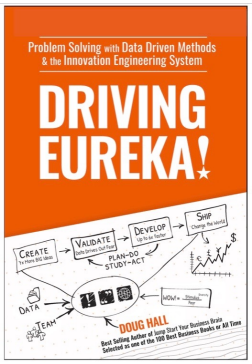
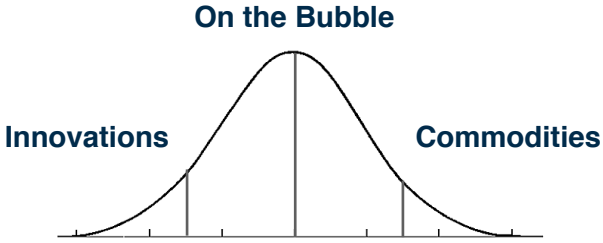
Session B.1 (Chapter 3) **- Confront Reality**



You can do this exercise for a company, department, or division. You can complete it as an individual or with a group. Remember we are confronting reality, so be honest what sets you apart and what makes you just like everyone else.

You want to start with the left and the right and then any product, service, or skill that you are unsure of can be listed in the middle as on the bubble.



INNOVATIONS (A Meaningful Difference)		**ON THE BUBBLE** (Nearing or Near Transition point)		**COMMODITIES** (A difference NOT worth paying more for)	
Company: Product / Service **Individual**: Skill / Ability	Reinvent Leave As Is Kill	**Company**: Product / Service **Individual**: Skill / Ability	Reinvent Leave As Is Kill	**Company**: Product / Service **Individual**: Skill / Ability	Reinvent Leave As Is Kill

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